



WVNY
201 Humboldt St
Rochester, NY 14610-1093

Mark Guma Communications
211 W 107th St
Ste 2E
New York, NY 10025

Contract # 1448342

Schedule Dates	10/15/16-10/21/16	Date Entered	10/14/16
Advertiser	Jones/NY State Assembly/Democrat/VT (83943)	Last Modified	10/17/16
Agency	Mark Guma Communications (11059)	Entered By	Elizabeth F. Guy
Product	Political - Candidate Other (1066)	CO-OP	No
Brand	JONES/NYSA115/D (568029)	Headline #	ECR2530370
Salesperson	Katz - Washington DC, Washington DC (1179)	Demo	
Sales Office	Katz - Washington DC	Order Type	Normal
Buyer Name	GUMA,MARK	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$846.00
Account Types	National/Political	Net Total	\$4,794.00
Billing Type	Standard	Sales Tax	
Comments	JONES/NYSA115/D 10/15/16-10/21/16 D BILLY JONES FOR NYSA 115 - NAB SENT VIA EMAIL. PYM T TO FOLLOW.		

Burlington (WVNY)		
By Broadcast Month	Spots	Rate
Oct. 2016	57	\$5,640.00
Grand Total:	57	\$5,640.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	6A- Local 22 News at 6A	3	X	X	X	X	X			3	\$50.00	\$150.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	10/14/16
2.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	7A- Good Morning America	2	2	2	2	2	2			10	\$50.00	\$500.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A GMA	10/14/16
3.0	Normal Line / SPOT	10/15/16-10/15/16	4	:30	8A- Good Morning America Weekend	1						X		1	\$45.00	\$45.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A SAT GMA	10/14/16
4.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	9A- Dr. Oz	3	X	X	X	X	X			3	\$40.00	\$120.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A DR OZ	10/14/16
5.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	11A- The View	3	X	X	X	X	X			3	\$60.00	\$180.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A VIEW	10/14/16
6.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	1P- The Chew	3	X	X	X	X	X			3	\$50.00	\$150.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A CHEW	10/14/16
7.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	2P- General Hospital	3	X	X	X	X	X			3	\$75.00	\$225.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A GH	10/14/16
8.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	3P- People's Court	3	X	X	X	X	X			3	\$50.00	\$150.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A PEOPLES COURT	10/14/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Agency	Mark Guma Communications (11059)	Entered By	Elizabeth F. Guy
Product	Political - Candidate Other (1066)	CO-OP	No
Brand	JONES/NYSA115/D (568029)	Headline #	ECR25330370
Salesperson	Katz - Washington DC, Washington DC (1179)	Demo	
Sales Office	Katz - Washington DC	Order Type	Normal
Buyer Name	GUMA, MARK	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$846.00
Account Types	National/Political	Net Total	\$4,794.00
Billing Type	Standard	Sales Tax	
Comments	JONES/NYSA115/D 10/15/16-10/21/16 D BILLY JONES FOR NYSA 115 - MAB SENT VIA EMAIL. PYM T TO FOLLOW.		

Burlington (WVNY)		
By Broadcast Month	Spots	Rate
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Grand Total:	57	\$5,640.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
9.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	4P- 5P (EST)	3	X	X	X	X	X			3	\$50.00	\$150.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A JUDY	10/14/16
10.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	5P- 6P (EST)	3	X	X	X	X	X			3	\$60.00	\$180.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A JUDY	10/14/16
11.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	5:59P- Local 22 News at 6P	3	X	X	X	X	X			3	\$70.00	\$210.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	10/14/16
12.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	6:59P- Local 22 News at 7P	4	X	X	X	X	X			4	\$70.00	\$280.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	10/14/16
13.0	Normal Line / SPOT	10/15/16-10/15/16	5	:30	6P- ABC World News	1						X			\$70.00		Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	10/14/16
13.0.1	Closed Preempt	10/15/16															Burlington (WVNY)	Pre-Empty/Exception -	
14.0	Normal Line / SPOT	10/16/16-10/16/16	5	:30	6P- ABC World News	1						X			\$70.00		Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	10/14/16
14.0.1	Closed Preempt	10/16/16															Burlington (WVNY)	Pre-Empty/Exception -	
15.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	11P- Local 22 News at 11P	4	X	X	X	X	X			4	\$80.00	\$240.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	10/14/16
16.0	Normal Line / SPOT	10/16/16-10/16/16	4	:30	11P- Local 22 News at 11P	1						X		1	\$50.00	\$50.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A NEWS	10/14/16

CONFIRMATION CONTRACT

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Agency Mark Guma Communications (11059)
Product Political - Candidate Other (1066)
Brand JONES/NYSA115/D (568029)
Salesperson Katz - Washington DC, Washington DC (1179)
Sales Office Katz - Washington DC
Buyer Name GUMA, MARK
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments JONES/NYSA115/D
10/15/16-10/21/16 D BILLY JONES FOR NYSA 115 - NAB SENT VIA EMAIL. PYM
T TO FOLLOW.

Date Entered 10/14/16
Last Modified 10/17/16
Entered By Elizabeth F. Guy
CO-OP No
Headline # ECR25330370
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$846.00
Net Total \$4,794.00
Sales Tax

Burlington (WVNY)
By Broadcast Month
Oct. 2016
Grand Total:

Spots	57	Rate
		\$5,640.00
	57	\$5,640.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
17.0	Normal Line / SPOT	10/17/16-10/17/16	4	:30	7:58P- Dancing With The Stars	1	X							1	\$850.00	\$850.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A DWTS	10/14/16
18.0	Normal Line / Prime	10/20/16-10/20/16	4	:30	9P- Notorious 9P	1				X				1	\$800.00	\$800.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A NOTORIOUS	10/14/16
19.0	Normal Line / Prime	10/16/16-10/16/16	4	:30	6:59P- America's Funniest Home Videos	1						X		1	\$600.00	\$600.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A AFHV	10/14/16
20.0	Normal Line / Prime	10/15/16-10/15/16	5	:30	8P- Saturday Night Football	2						X		2	\$250.00	\$500.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A COLL FB	10/14/16
21.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	11:35P- Jimmy Kimmel Live!	3	X	X	X	X	X			3	\$40.00	\$120.00	Burlington (WVNY)	COMMENTS APPLY TO SUB LINES A THRU A KIMMEL	10/14/16
22.0	Normal Line / SPOT	10/18/16-10/21/16	4	:30	5:59P- Local 22 News at 6P	1		X	X	X	X			1	\$70.00	\$70.00	Burlington (WVNY)		10/17/16
23.0	Normal Line / SPOT	10/18/16-10/21/16	4	:30	6:59P- Local 22 News at 7P	1		X	X	X	X			1	\$70.00	\$70.00	Burlington (WVNY)		10/17/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KATZ TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 25330370	Changes as of: 10/14/2016 at 6:23 PM	Version: Highlighting Revision 1
CPE:	Flight: 10/15/16 - 10/21/16	Total \$: \$5,640.00
Agency: MARK GUMA COMMUNICAT	Advertiser: Jones NY SA 115	Total Spots: 57
MARK GUMA COMMUNICATIONS INC 211 WEST 107TH ST #2E NEW YORK NY 10025	Product: JONES/NYSA115/D	Total CPP: \$75.30
	Office: WASHINGTON	

Agency Order #:

Buyer: MARK GUMA

Salesperson: RACHELLE RAY - Washington DC

202-872-5880

Primary Demo: Adults 35+

Con Type: POLITICAL/VOTE

Assistant: LAULA DAFTARI

202-872-5880

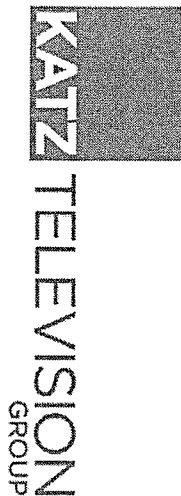
Total GRP: 74.9

Traffic #: 1448342

Separation:

Comments: 10/15/16-10/21/16 D BILLY JONES FOR NYSA 115 - NAB SENT VIA EMAIL. PYMT TO FOLLOW.

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/15 - 10/17			Total Spots	Total \$	CPP	GRP
							10/15	10/17					
REV+ 11	M-F 6p-6:30p		NEWS	\$70.00	1.2	30	0	3	4	4	\$280.00	\$58.33	4.8
REV+ 12	M-F 7p-7:30p		NEWS	\$70.00	1.0	30	0	4	5	5	\$350.00	\$70.00	5.0
REV- 13	Sa 6p-6:30p		NEWS	\$70.00	1.7	30	1	0	0	0	\$0.00	\$41.18	0.0
REV- 14	Su 6p-6:30p		NEWS	\$70.00	1.4	30	1	0	0	0	\$0.00	\$50.00	0.0
TOTALS:							5	52		57	\$5,640.00	\$75.30	74.9



125 West 55th St
New York, NY 10019

Contract # 25330370		Changes as of: 10/14/2016 at 6:23 PM		Version: Highlighting Revision 1	
CPE:		Flight: 10/15/16 - 10/21/16		Total \$: \$5,640.00	
Agency: MARK GUMA COMMUNICAT		Advertiser: Jones NY SA 115		Total Spots: 57	
MARK GUMA COMMUNICATIONS INC 211 WEST 107TH ST #2E NEW YORK NY 10025		Product: JONES/NYSA115/D		Total CPP: \$75.30	
Agency Order #:		Buyer: MARK GUMA		Primary Demo: Adults 35+	
Salesperson: RACHELLE RAY - Washington DC 202-872-5880		Con Type: POLITICAL/NOTE		Total GRP: 74.9	
		Assistant: LAILA DAFTARI		Traffic #: 1448342	
				Separation:	

Special Instructions	
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Date/Time	Added by	Comment
10/14/16 6:23 PM	LAILA DAFTARI	10/15/16-10/21/16 D BILLY JONES FOR NYSA 115 - NAB SENT VIA EMAIL. PYMT TO FOLLOW.
10/14/16 11:12 AM	Elizabeth Guy	Line 13 ABC World News Program is no longer airing until December due to College Football or move \$30 to line 14 and place the extra \$40 into W/o 10/17 Jimmy Kimmel Line 14 ABC World News is below sect 5. In order to stay in Program Sect 50 is \$100 Please advise Thanks!
10/14/16 10:34 AM	RACHELLE RAY - Washington DC	10/15/16-10/21/16 D BILLY JONES FOR NYSA 115 - NAB SENT VIA EMAIL. PYMT TO FOLLOW.

Competitive Information	
Market Budget:	\$43,385
WVNY Share:	13%
Comment:	
WCAX:	21%
WFFF:	9%
WPTZ:	57%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	57	\$5,640.00	74.9
Total	100%	57	\$5,640.00	74.9

Monthly Summary		
Month	Spots	Dollars
2016-Oct	57	\$5,640.00
Total	57	\$5,640.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot#	\$ Chg
Revision	10/14/16 6:23 PM	LAILA DAFTARI	Revised		\$0
Makegood 1	10/14/16 11:12 AM	Elizabeth Guy	Confirmed		\$0
Queued for Electronic Contracting	10/14/16 10:37 AM				\$0
New	10/14/16 10:34 AM	RACHELLE RAY - Washington DC	Confirmed	57	\$5,640.00

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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